ABSTRACT

A method for assembling group of users into constructs called communities, and personalizing digital objects and content associated with a digital document, for users based on the aggregate community or communities to which they belong. The first step includes accessing hierarchical categories that include a plurality of keywords connected to categories. The next step is associating a plurality of resources with the keywords, wherein the resources refer to digital objects. Then user activities are recorded relative to an aggregate community or groups of aggregate communities to which the user belongs. Finally, digital objects are delivered to a user based on membership in the aggregate community or communities to which the user belongs.

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